

CAT-TASTIC CASE STUDY



PRESENTED BY
CORI GETER

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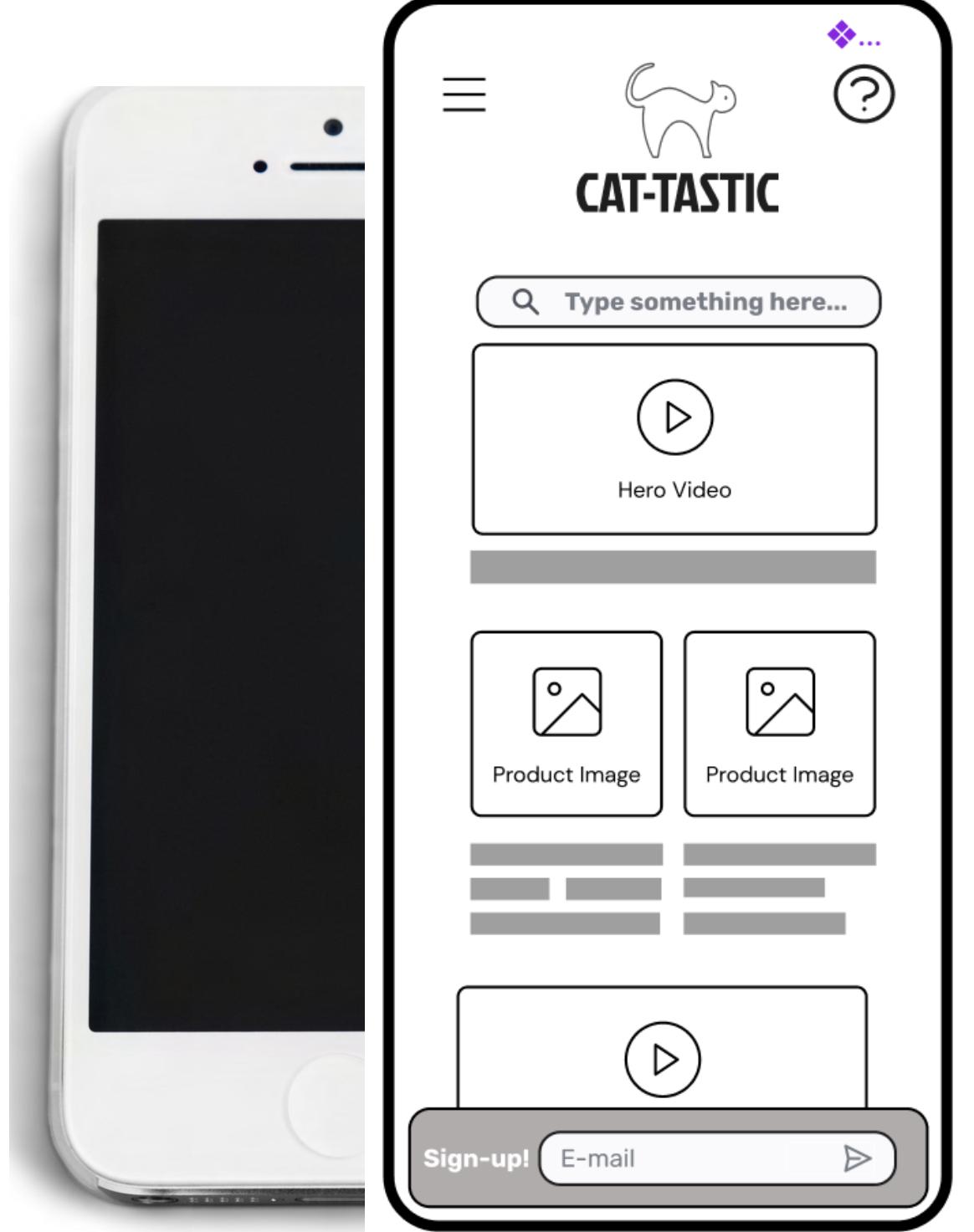
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INTRODUCTION

Overview
Problem Statement
Roles & Responsibilities
Scope & Constraints
Users & Audience

CORN STALKS FIGJAM

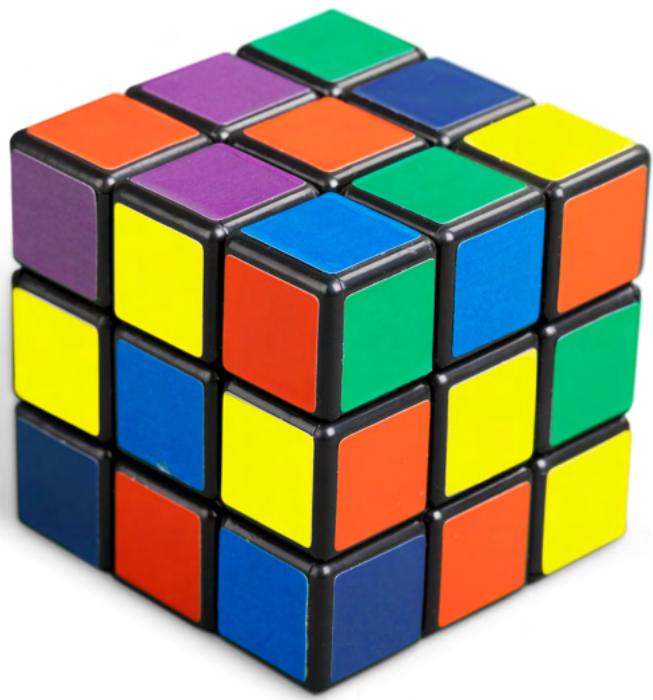
OVERVIEW



Designed a signup flow that keeps it simple, fast, and visible, with the signup flow being under three steps, allowing for immediate immersion without an immediate signup requirement, but with high incentive to do so.

PROBLEM STATEMENT

Across all social media platforms users collectively visit their signup landing page around 2k a day, but only 30% complete signup. A new social media platform, Cat-tastic needs a quick and competitive signup flow for their up and coming mobile app.



ROLES & RESPONSIBILITIES

As a team we collaborated in the research process, each bringing a different data set. The data was compiled from individual surveys, interviews, and analysis, leading to a variety of signup prototypes and wireframes.

TEAM MEMBERS

Hannah Larkins	Moises Rodriquez
Isabella Lawson	Darin Dicocco
Josh Knox	Cori Geter
Jackson Krauser	



SCOPE & CONSTRAINTS

- Deadline 11/18/2022 (3 Weeks)
- Time zone difference (-2 Hours)
- Limited Research
- Signup flow for social media application ton
- Increase signups & conversion rate



USERS & AUDIENCES

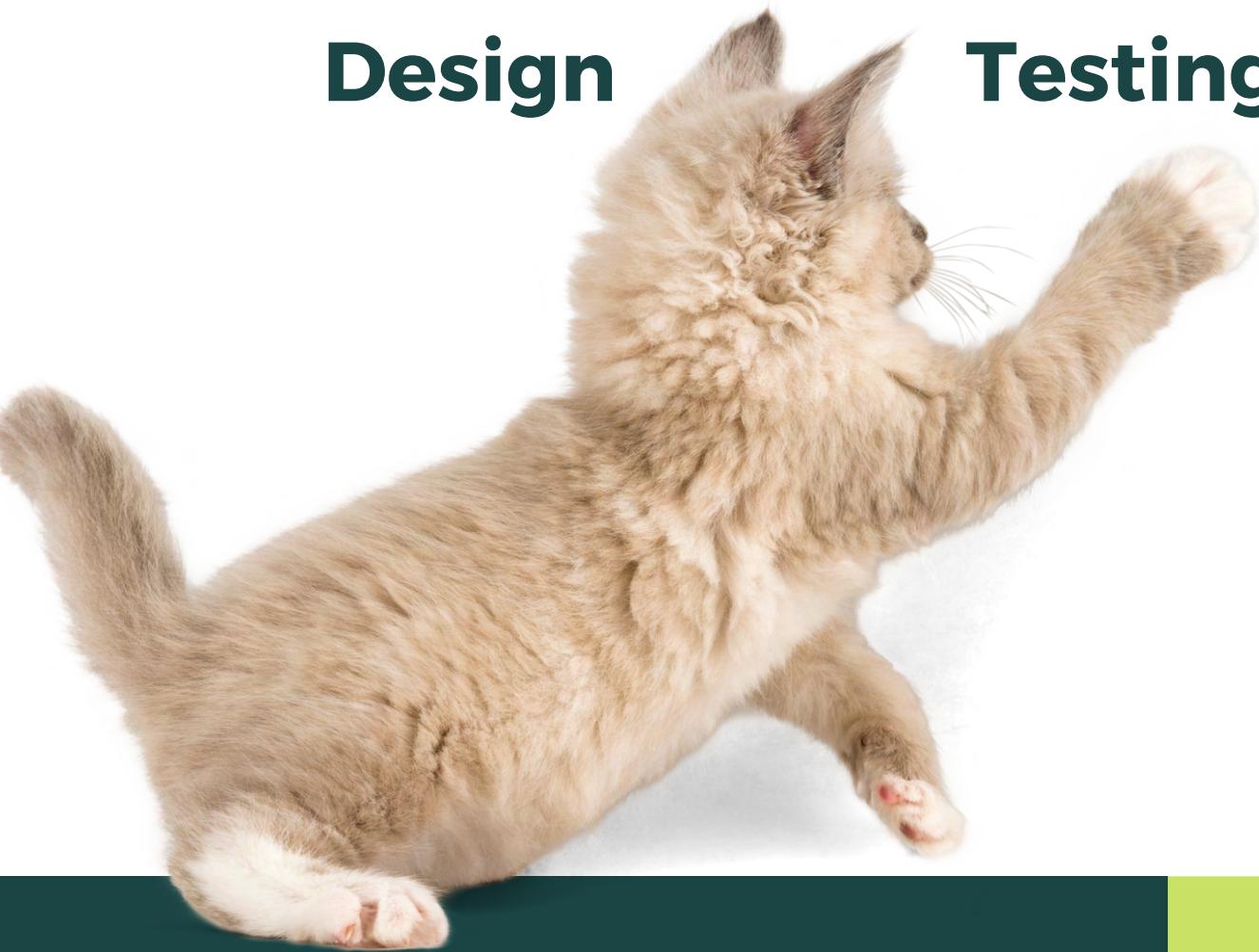


- Ages 18-35
 - Millennials engaging social media for entertainment & news
 - Cat lovers
 - Millennials connecting over shared interest through the internet
-

THE PROCESS

Design Process
Methodology
Collaboration
Market Research & Competitive Analysis
Personas
User Research
Ideation
Prototyping
Affinity Map
Usability Testing
Iteration

DESIGN PROCESS



METHODOLOGY

Qualitative Methods

- User Interviews
- Observations
- Market Research
- Competitive Analysis
- Usability Testing

Quantitative Methods

- Surveys
- Market Research
- Competitive Analysis

COLLABORATION: BRAINSTORMING

CORN STALKS FIGJAM

Notes By: Isabella Lawson

- User flow/design concepts
- Random person's post to show off how app works
- Scrolls down to show you can make an avatar that looks like your cat
- Is your cat a princess? A villain? A court jester?
- Local pet store coupons - the only ads are for pets! or paid version
- SIGN UP!
- Sign up is 2 step process
- Show off app -> email/fb/insta/google sign in options -> cat persona/I don't have a cat, just wanna look -> done



Diagram by: Hannah Larkins

COLLABORATION:

CORN STALKS FIGJAM



Moises Rodriguez - [Signup Flow Survey](#)

Josh Knox - [Social Media Survey](#)

Cori Geter - [Cat-tastic Feeler](#)

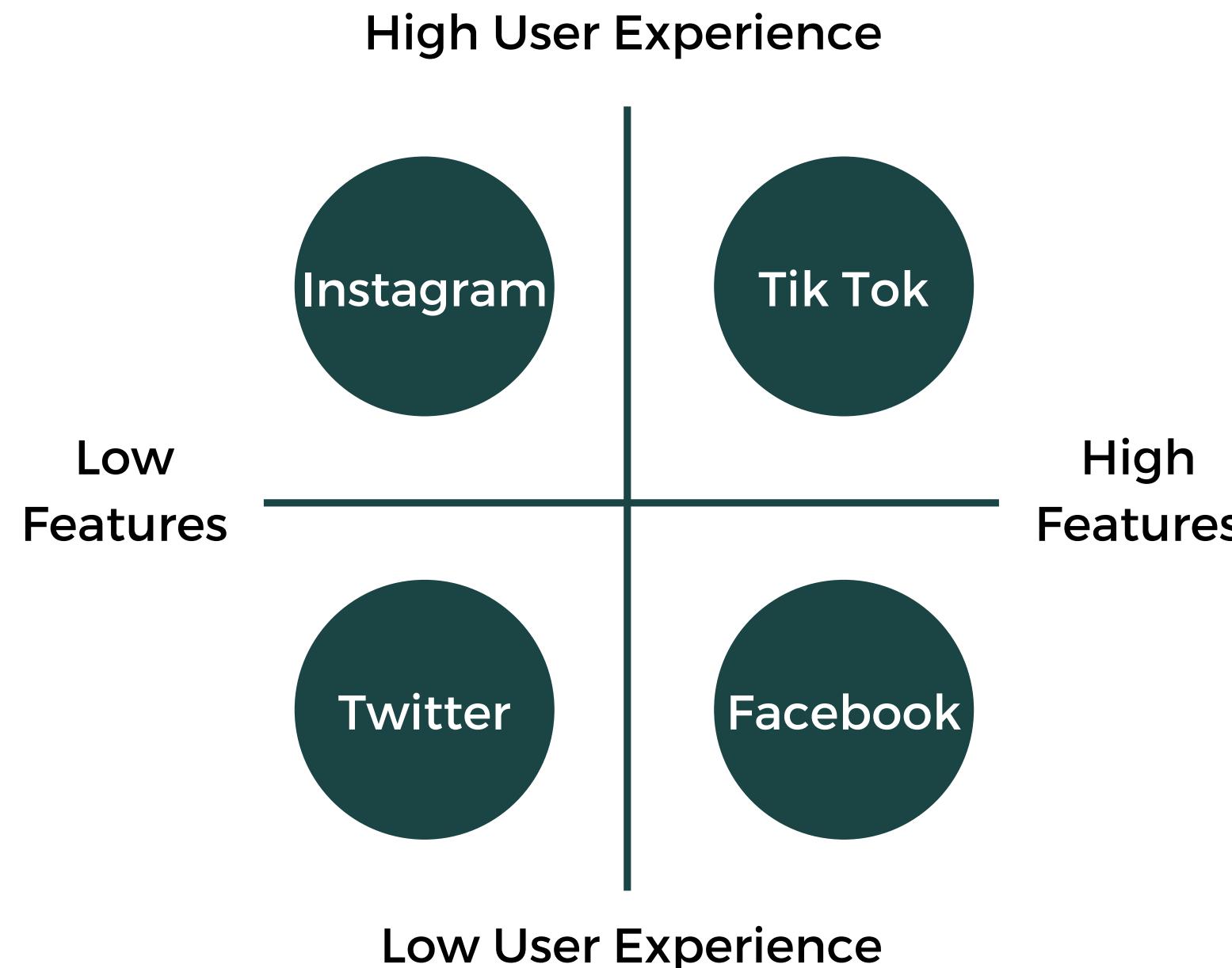
Hannah Larkins - [User Survey](#)

Jackson Krauser - [Usability Test](#)

Darin Dicicco - [UX Survey](#)

MARKET RESEARCH

COMPETITIVE ANALYSIS



Links: (Note Key take aways)

- [Best Practices](#)
- [20 Cool Sign-ups](#)
- [15 Tips for Better Sign-ups](#)
- [16 Innovative UX Practices \(Sign-ups\)](#)
- [How UX/UI Affects Sign-ups](#)
- [8 Reasons Users DONT Sign-up](#)
- [Sign-up Design Mistakes to Avoid](#)

MARKET RESEARCH

COMPETITIVE ANALYSIS

Much of the previous UX/UI concerns are common across most signups.

Possible Solutions & Common Mistakes

- Birthday and First and Last name
- Google, apple, or social media platform sign-in / sign-up option
- Common to see apps with different tiers for access to particular features
- Ask the least amount of questions as possible
- Not common but useful: walkthrough guide through sign-in or sign ups
- Mistake to avoid: TOO MANY CALLS TO ACTION

Other Notes:

Keep it simple

Make it fun

Offer Tiers



PERSONAS

Mark

- Age 35
- Politics
- Works a hybrid schedule, that is inconsistent
- Has 3 small kittens

Bio

Mark is a single individual with no roomates, who works on election campaigns. They often work from the office, but a couple of times a week they work from home. Mark is a busy person who doesn't always get to spend enough time with their cats. Since Mark is a single with no roomates, mark really enjoys dressing up the kittens and sharing content about their growth! Mark really enjoys finding other cat fanatics to bond with too! Mark wants to learn as much as possible to be the best cat parent they can be, but can't find a easy central place to get more information.

Pain Point

Mark doesn't get enough time with the cats. Mark gets annoyed looking for cat info in so many places. Even though mark loves kittens, marks doesn't know much about taking care of kitten.

Goals

Maximize free time with kittens

Tamieka

- Age 28
- Homemaker
- Has 1 cat
- 2 kids
- Loves to sew kitten clothes

Bio

Tamieka has 2 kids and is a stay at home mom. She stays occupied sewing and enjoys doing DIY projects. Tamieka loves her cat and post her a lot on her current social media platforms and sometimes sells cat clothes and handmade scratch posts. She also likes to make "how to videos" to share, but doesn't seem to get enough visibility because social media is oversaturated with many types of content.

Pain Point

Can't get enough engagement on her cat content

USER RESEARCH

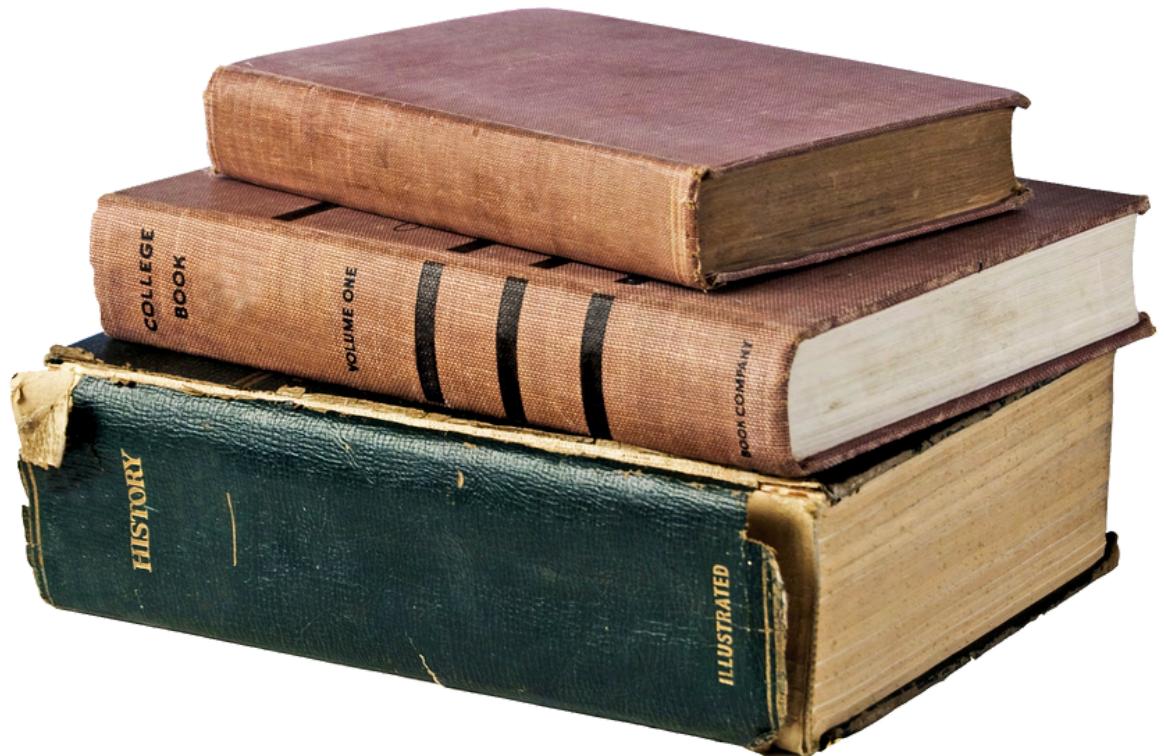
Who: Millennials cat-loving social media users (ages 18-35)

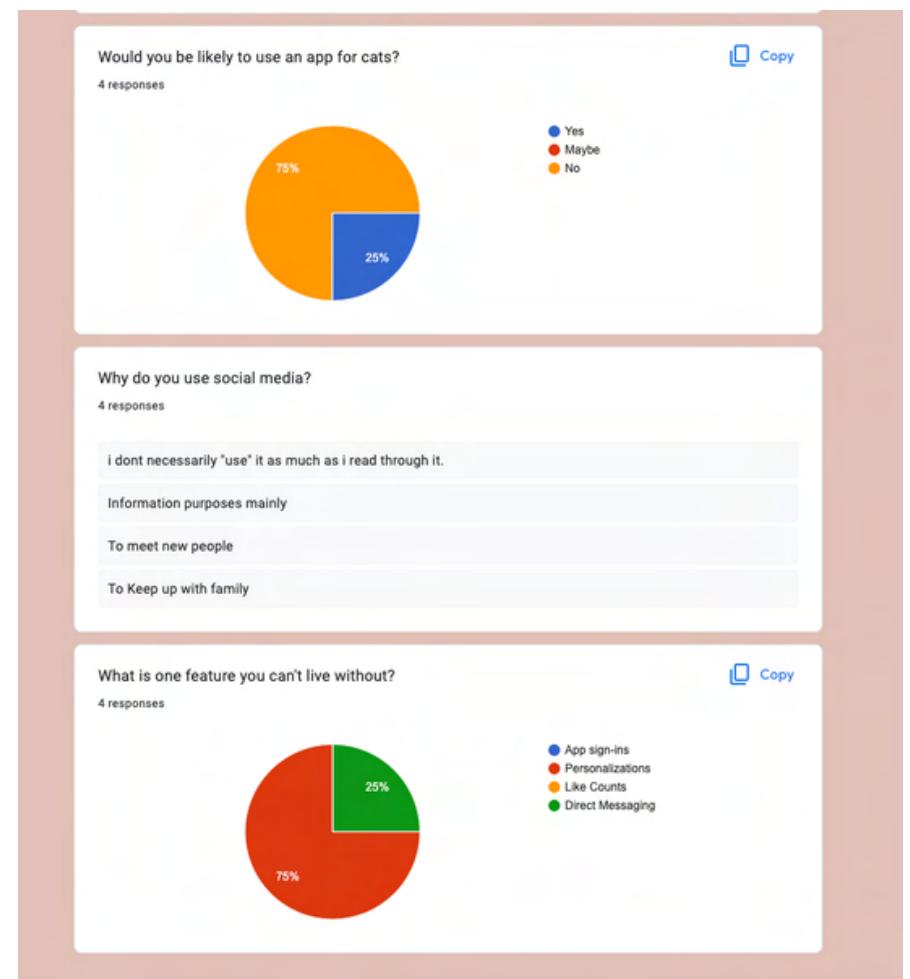
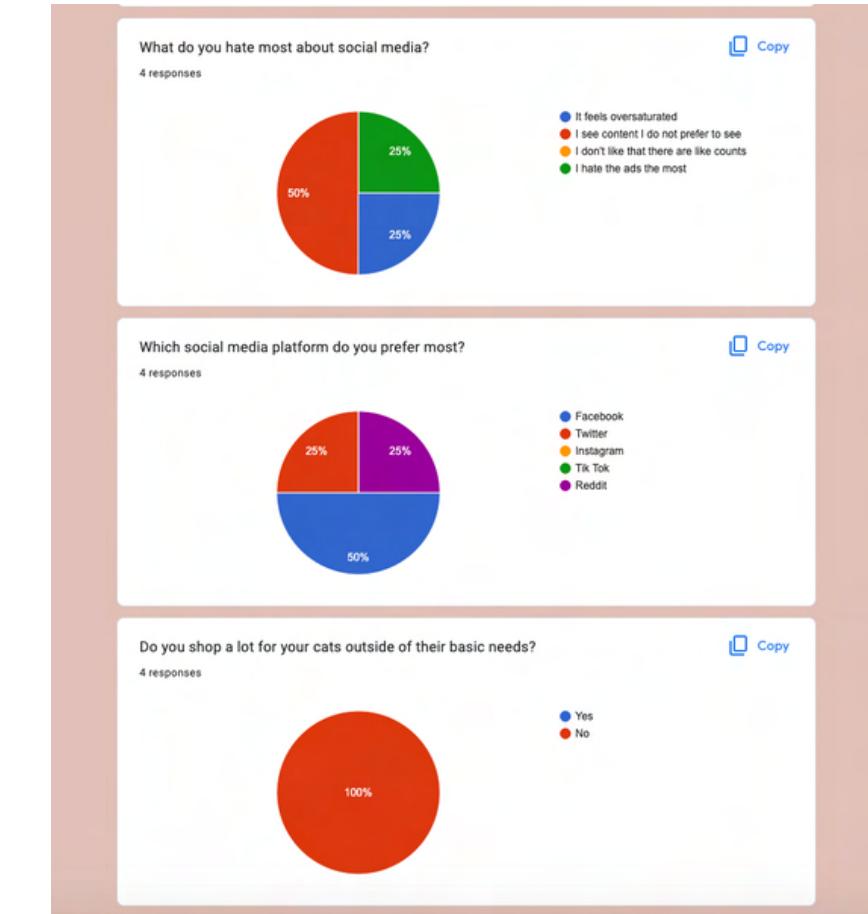
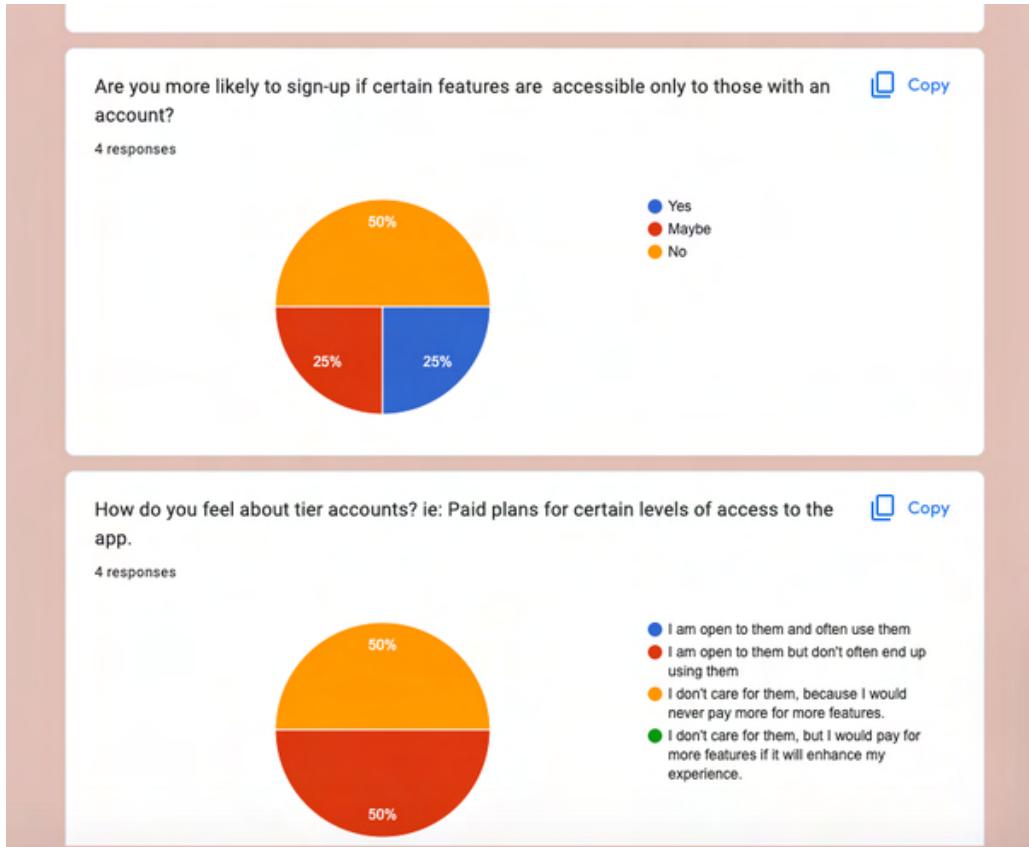
What: How do we increase signups?

Why: Most likely to utilize a platform with a focus on cats and cat lovers

Top Concerns: Over-saturation of unrelated content and **long sign-ups**

Findings: Incentivizing users can be beneficial, most will not pay for features, the shorter the signup the more likely the user is to complete it.





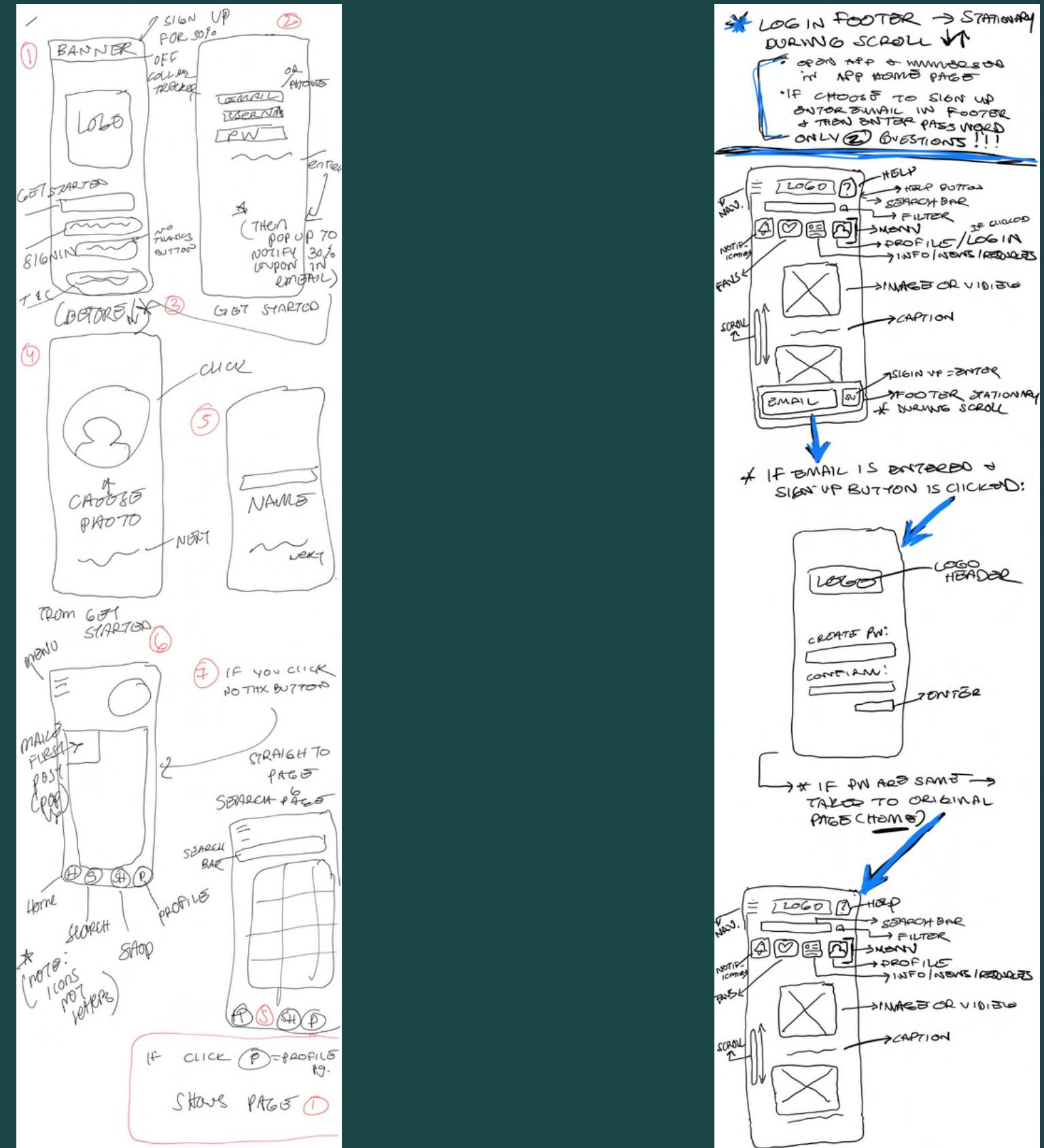
IDEATION

Timed brainstorming

- 3 Versions

Refined as research developed

- Low-fidelity
- High-fidelity

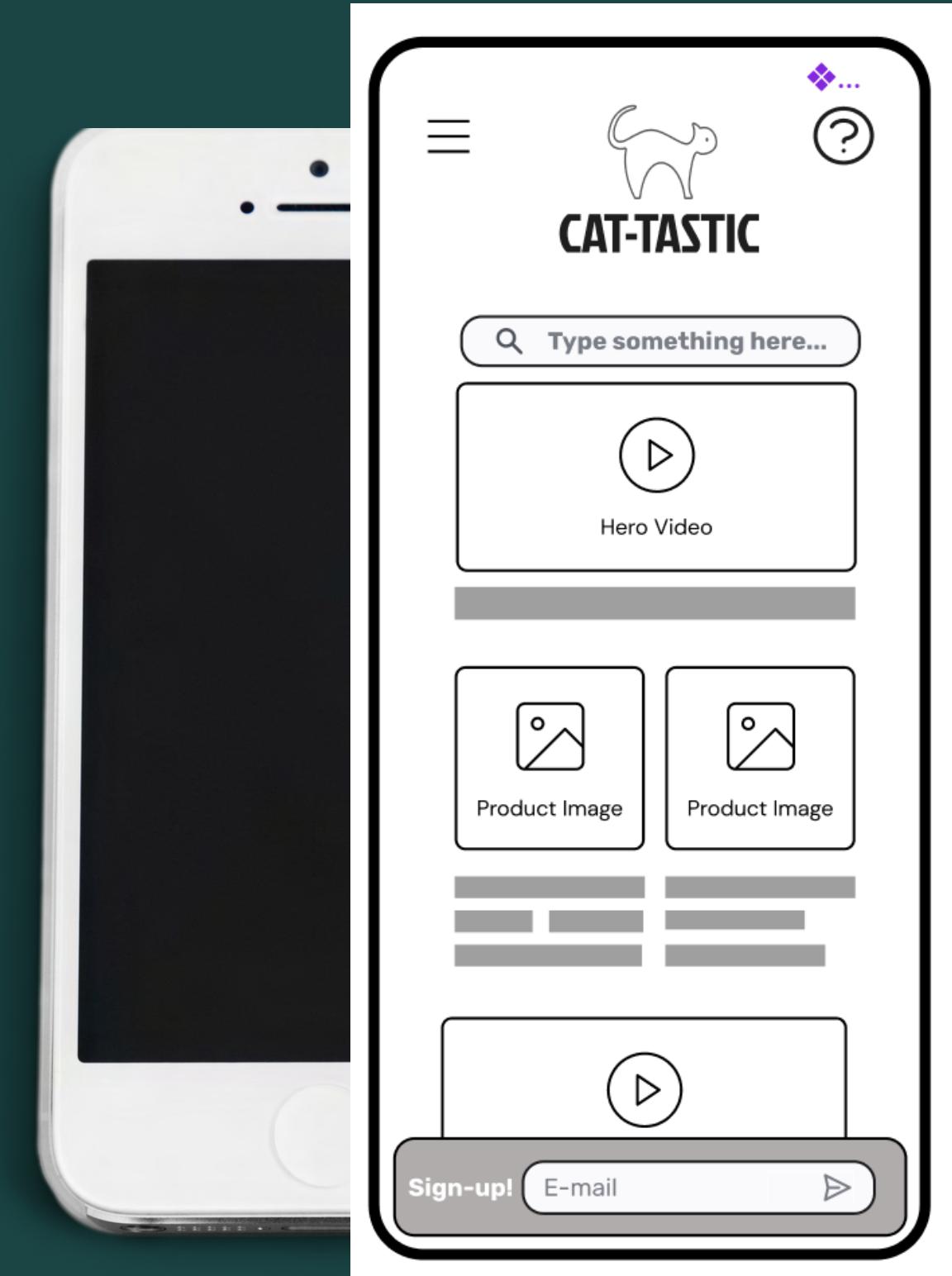


A.) OUT OF SCOPE

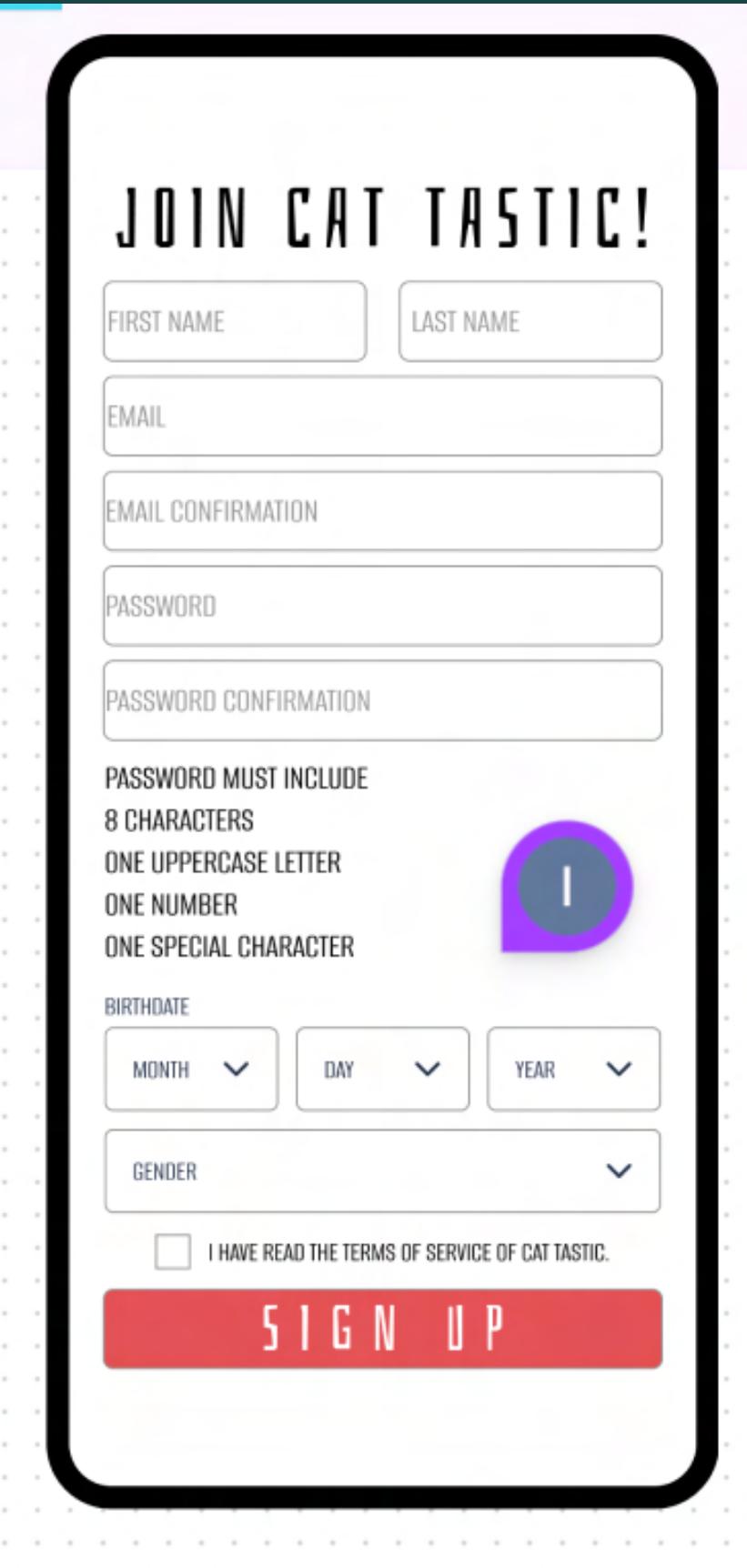
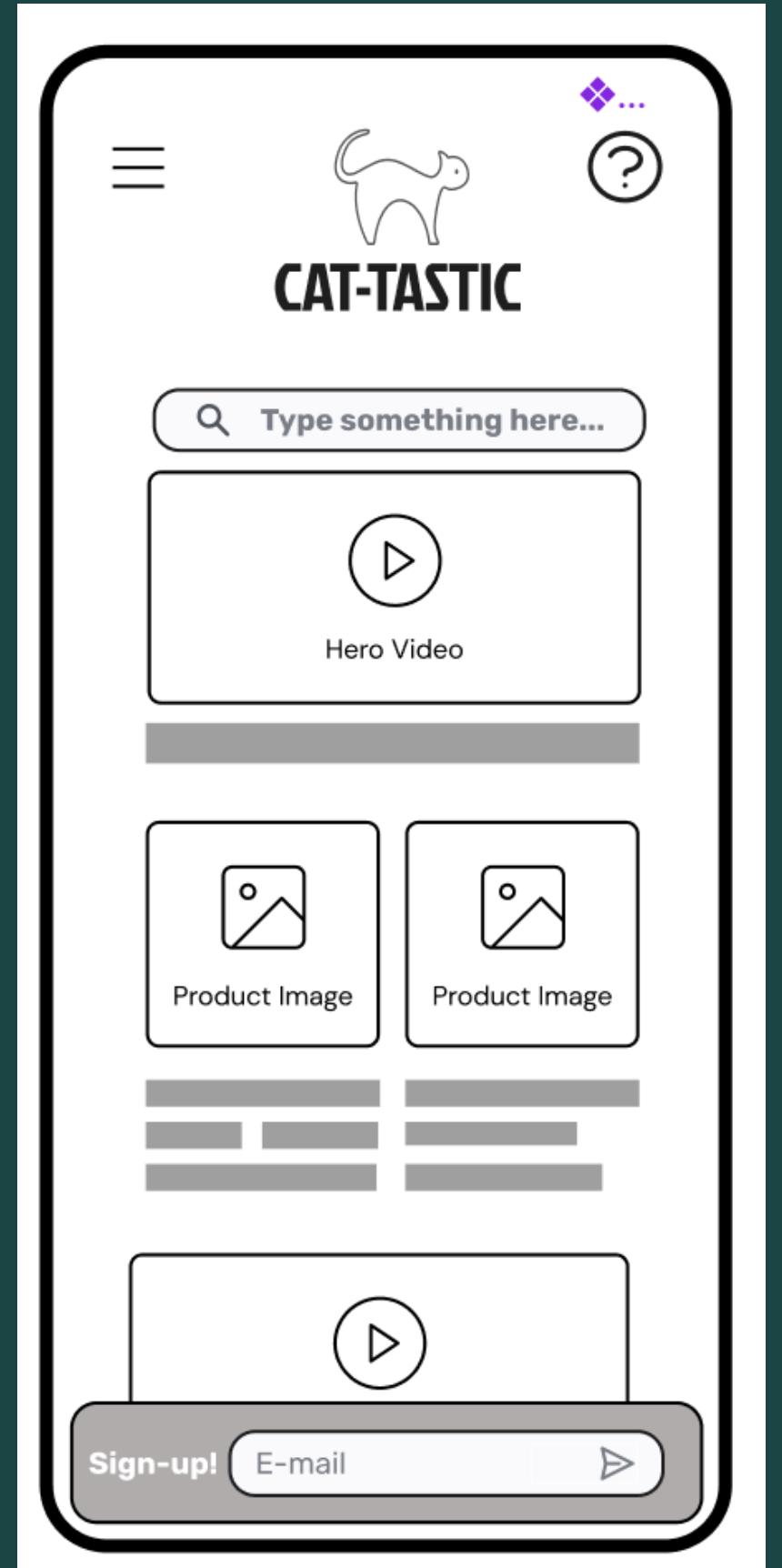
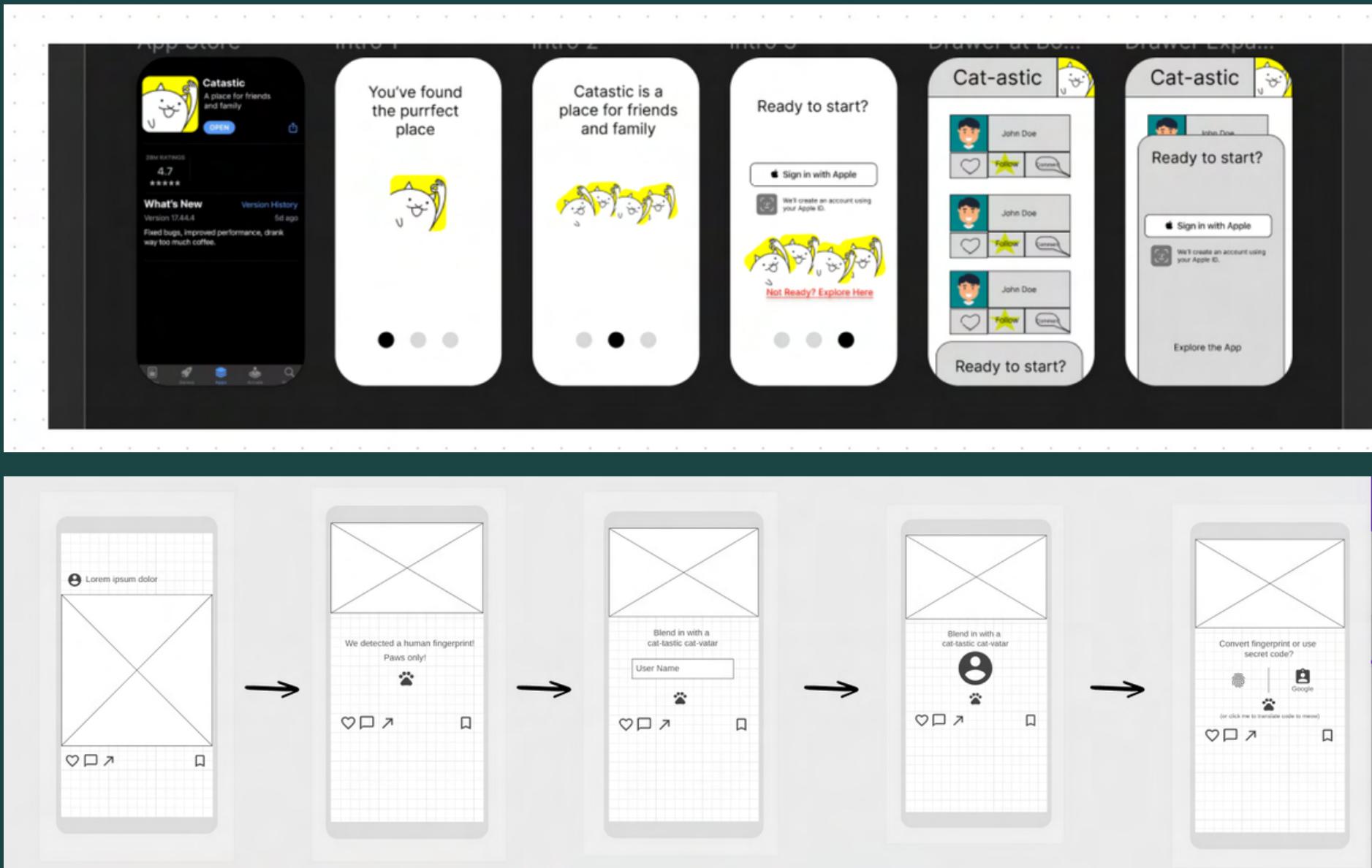
B.) REFINED

PROTOTYPING: MY PROTOTYPE

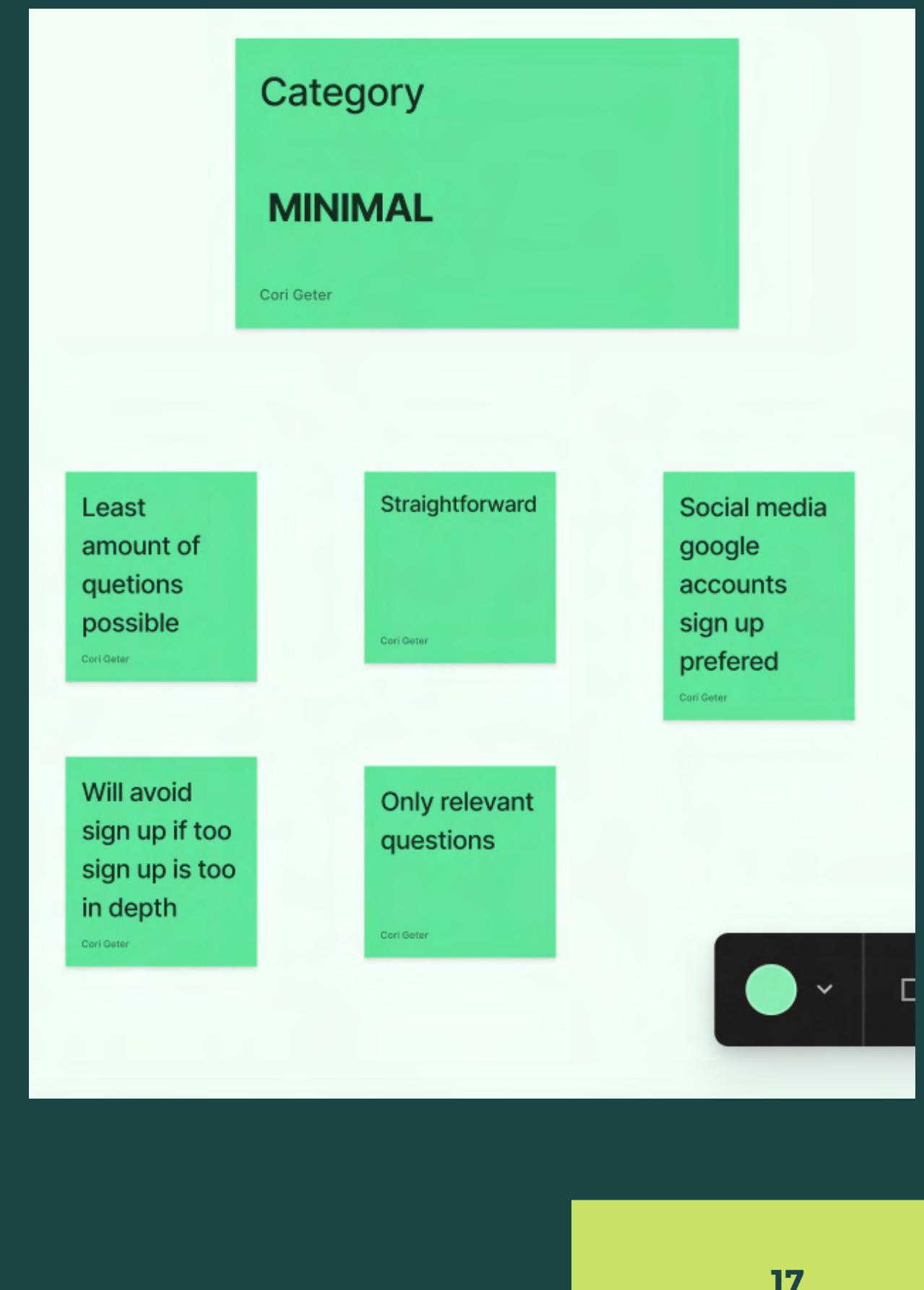
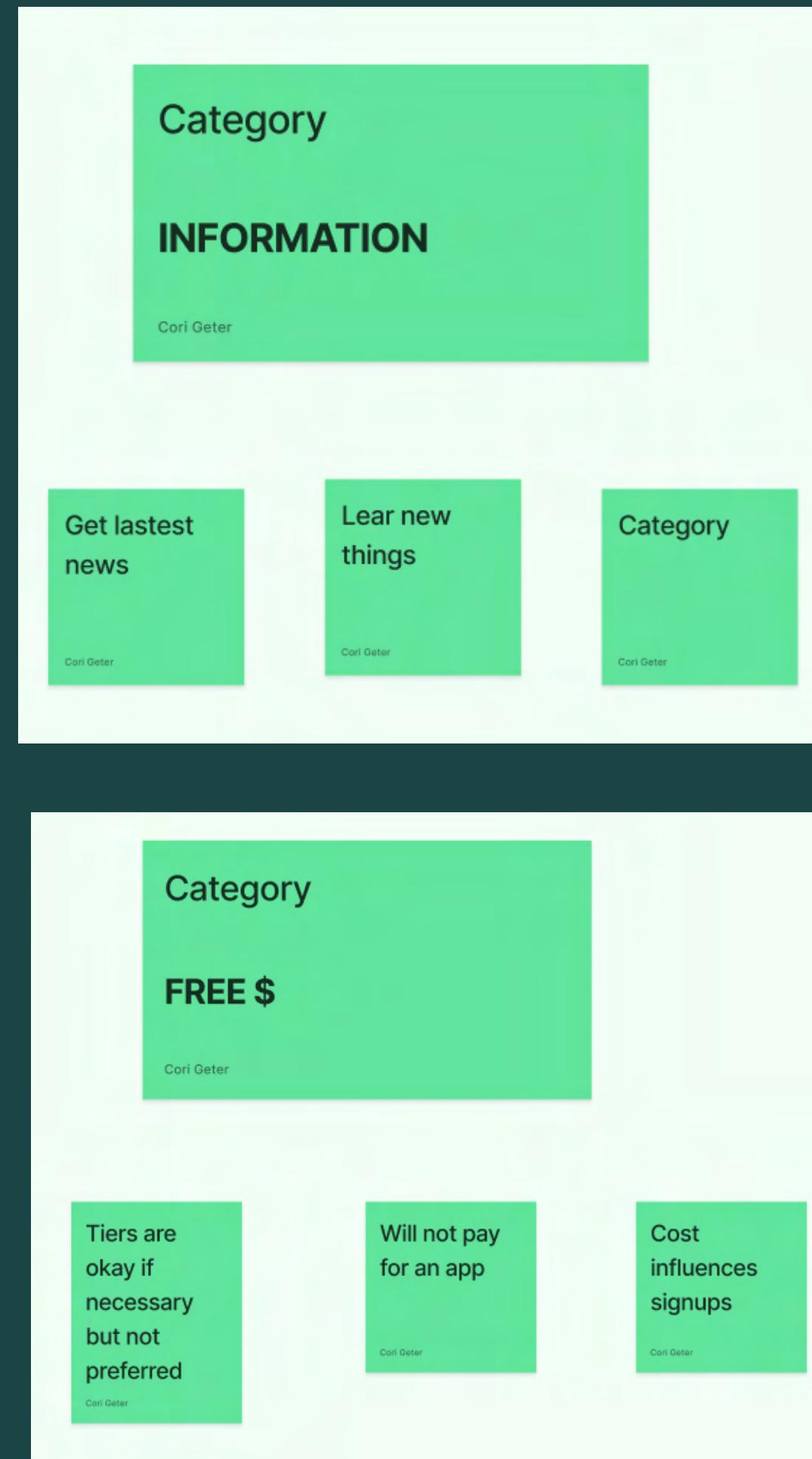
After conducting user research, observations and assessing survey data, we were able to use key findings to inform prototype parameters.



PROTOTYPING: GROUP PROTOTYPES



AFFINITY MAP



USABILITY TESTING

Observations:

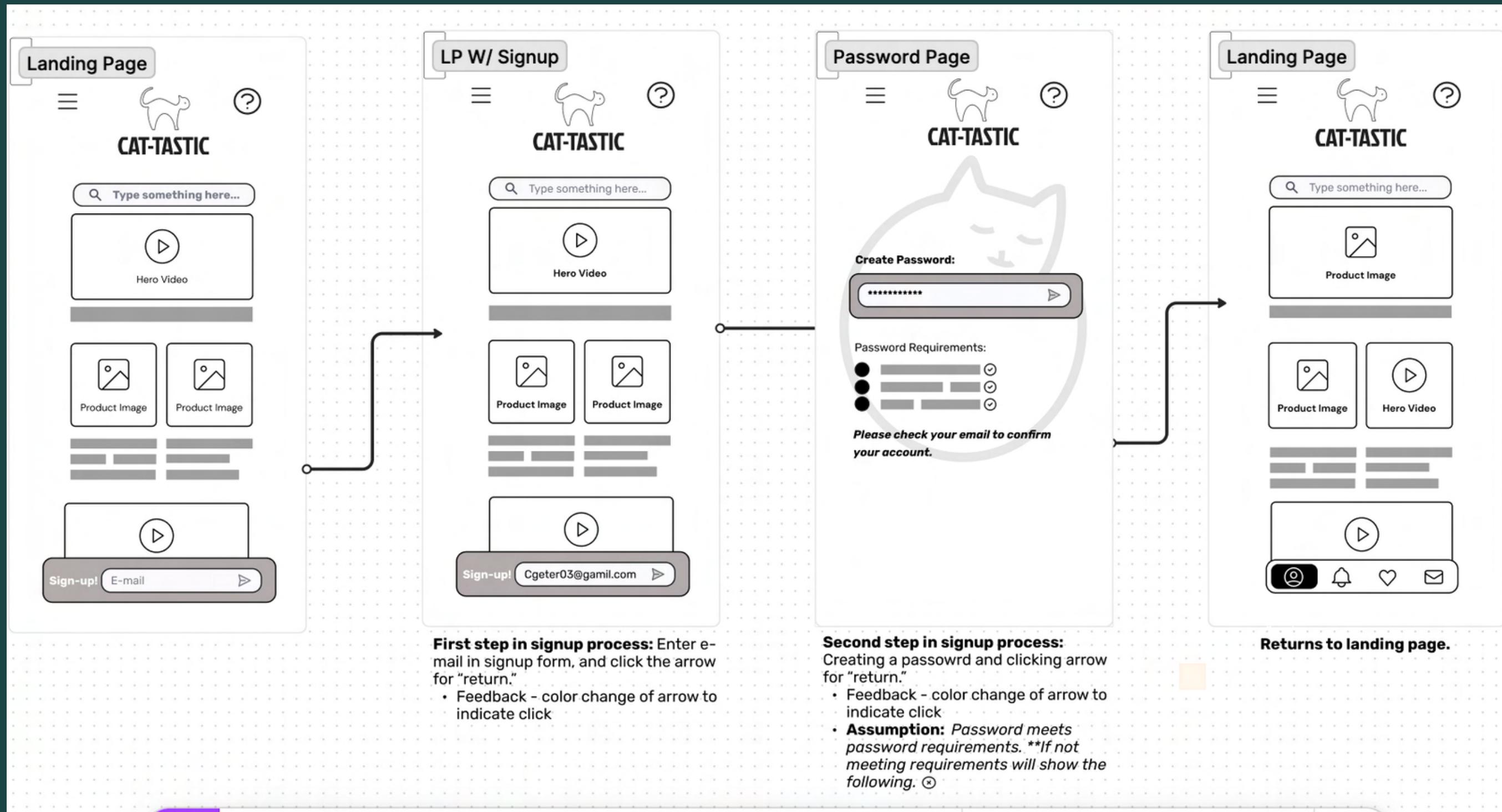
- Too crowded at the top
- Why would there be a profile menu, if you dont have an account?
- 75% of users said the footer would be annoying

ITERATION

Top 3 needs:

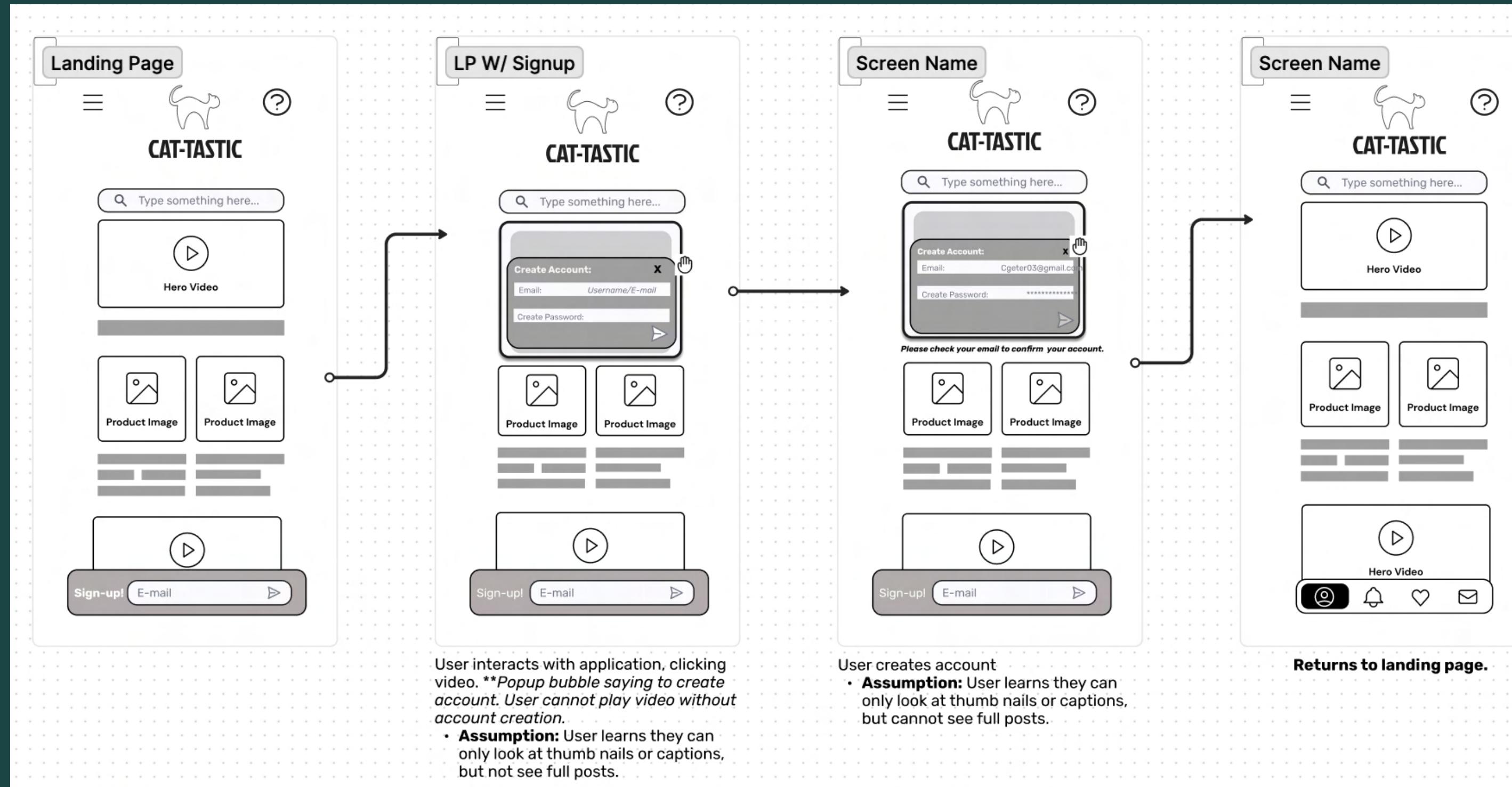
- Minimal calls to action
- Direct and to the point
- Must increase signup conversion rate

ITERATION



FINAL WIREFRAME 1

ITERATION



FINAL WIREFRAME 2

OUTCOMES

Results
Challenges & Lessons
Opportunities

RESULTS

- Minimal user friendly signup
- Overall speedy process
- 100% preferred
- Almost all users hate the signup process
and all agree that less questions means
more likely to signup



CHALLENGES

- Deadline 11/18/2022 (3 Weeks)
 - Time zone difference (-2 Hours)
 - Signup flow for social media application ton
 - Loose project structure was difficult
 - A lot freedom on project
 - Accountability
 - Coming with a creative signup that is not reinventing the wheel
-

LESSONS

- Working in groups can be difficult but is rewarding
 - You need many forms of data to make clear judgments that meet usability needs
 - Better to test Larger groups better than smaller (More clarity)
 - Not all group projects will be structured or conducted the same
 - Agile / Scrum as a style of project management - Fully iterative
 - Not all projects will be linear
 - Group projects can generate better ideas and highlight wholes in initial solutions
-

OPPORTUNITIES

- A/B Testing of prototypes
 - Other signup processes that may be better - Need data to judge this
 - First design was completely out of scope but left lots of room for critique and improvement
 - Higher fidelity designs
 - Website wireframe
-

